

**IN THE SPECIFICATION:**

Please replace the paragraph on page 6, lines 2-8, with the following rewritten paragraph:

In the following description, numerous specific details are set forth [.] to provide a thorough understanding of the present invention. However, it will be obvious to those skilled in the art that the present invention may be practiced without such specific details. In other instances, well-known circuits have been shown in block diagram form in order not to obscure the present invention in unnecessary detail. For the most part, details concerning timing considerations and the like have been omitted in as much as such details are not necessary to obtain a complete understanding of the present invention and are within the skills of persons of ordinary skill in the relevant art.

Please replace the paragraph on page 9, lines 12-25, with the following rewritten paragraph:

In step 402, process 400 enters a scanning loop formed by steps 402-410 in which the datastream content is parsed for instances of key items in the web page content. For example, key items may include ~~sexuality~~ sexually explicit content, or content associated with certain specific material, such as, negative news reports with references ~~[[with]]~~ to goods or services of the same kind or category as the advertiser's goods or services, or content with respect to particular individuals with whom a negative connotation may be associated. Note that different key items may be associated with different advertisements by the same sponsor. In other words, a set of key items may be associated with a particular advertisement. Alternatively, a sponsor may have a list that applies to all of its advertisements, or in another alternative a default list of key items may be used. If such key items are matched in the page content, in step 404, in step 406 it is determined if it is a prohibited item. An advertiser may identify particular items, for example, sexually explicit material, regardless of the extent to which such items appear in the page content. If such items are found, process 400 proceeds to step 418, which will be described hereinbelow. Otherwise, if the key item matched is not ~~[[an]]~~ absolutely a prohibited item then, in step 408 a match count is incremented.